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It'll Cost You Less To Plant The Best

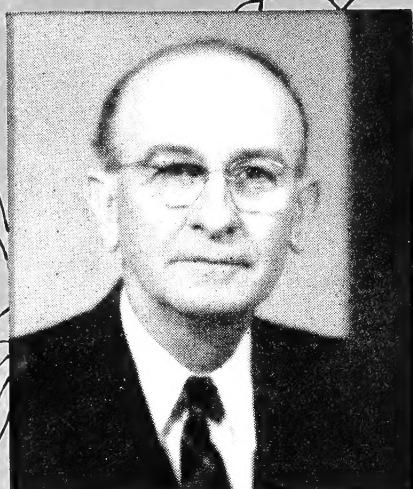
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STONEVILLE'S
Nortex
107

BREEDERS OATS

STONEVILLE PEDIGREED
SEED COMPANY, Inc.

STONEVILLE, MISSISSIPPI



GEORGE B. WALKER, *President*
Stoneville Pedigreed Seed Company, Inc.

You can build greater farm profits with STONEVILLE'S Nortex 107 Breeders Oats

Many farmers today are learning the importance of diversification and proper land use for greater farm profits. All over the South, both dairy and beef cattle are being raised in greater and greater numbers. With this development there is a growing need for improving pastures and grain production. New grasses and fertilizers are being constantly tested in an effort to make better use of our land, and the demand for high-yielding grain and cereal crops is increasing steadily.

Stoneville Pedigreed Seed Company, breeders of world-famous "Stoneville" and "Delfos" cottons, has also developed a superior variety of oats—STONEVILLE'S Nortex 107. As a sure way to greater farm profits, by the addition of a well-adapted grain crop, we offer you this breed of oats which can give you grain and winter grazing of the highest quality.

We cordially invite you to investigate STONEVILLE'S Nortex 107 breeders oats.



High yields and heavy grain with STONEVILLE'S Nortex 107

Winter oats are the logical backbone of any year-round pasture program. In addition to providing an excellent grain and feed crop for your cattle, oats are a good winter cover crop to save plant nutrients from leaching. Results from experiment stations' tests definitely show that oat pasture also furnishes feed which is unusually rich in protein.

Furthermore, winter oats are valuable in combating soil erosion and in providing a well-balanced crop rotation. Authorities have pointed out that more crops can be interplanted with oats for future past-

ures than any other crop.

In planting winter oats you should try to select a healthy and productive variety—one around which you can build a long-range grain production and pasture improvement program.

Extensive tests have proven that STONEVILLE'S Nortex 107 breeders oats offer many features which produce grain and grazing oats of superior quality. Adaptable to most areas throughout the South, STONEVILLE'S Nortex 107 is noted for its high yields and heavy grain.

12 Important rules for successful oat production*

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|---|--|----|---|
| 1 | Sow the right variety | 7 | Fertilize in the fall with mineral fertilizers |
| 2 | Use only good seed | 8 | Seed at the right time |
| 3 | Treat seed to control smut and Victoria blight | 9 | Drill the seed if possible |
| 4 | Plant on a good seedbed | 10 | Sow the right amount of seed |
| 5 | Use a good rotation (do not follow oats with oats) | 11 | Fertilize with a complete fertilizer or top-dress with nitrogen in the fall for early fall and winter pasture |
| 6 | Provide good drainage | 12 | Top-dress with nitrogen in the spring for high grain yields |

**Compiled by the University of Arkansas Extension Service in cooperation with the U. S. Department of Agriculture.*



Corner section of test plots, showing processing buildings in the background.



A few facts about the development of STONEVILLE'S Nortex 107 Breeders Oats

Developing a distinguished strain of breeders oats such as STONEVILLE'S Nortex 107 does not happen overnight.

Seven years of rigorous testing, note taking, laboratory analysis, and field observations took place before it was released for sale. The outstanding yield and quality characteristics of this oat have been retained in a well organized maintenance program. At the same time tens of thousands of new selections are grown annually in an all-out effort to supply farmers with a new and improved variety.

DISTINGUISHED PEDIGREE

STONEVILLE'S Nortex 107 is a straight line selection, made in 1940 by our plant breeding staff, from a plat of the original Nortex strain which was selected

in 1920 at Denton, Texas, by the Texas Experiment Station. It is one of the few strains now being recommended by various state extension services for planting in areas where the *Helminthosporium victoriae* blight wiped out certain varieties.

TESTED AND PROVED

In addition to our own tests, STONEVILLE'S Nortex 107 has been included in the tests conducted by the experimental stations in Mississippi, Alabama, Arkansas, Louisiana and Georgia for the past several years. In every case it has made an outstanding record.

AN IMPROVED RED RUSTPROOF OAT

According to Experiment Station records, the quality of STONEVILLE'S Nortex 107 oat grain is the best

of any Red Rustproof Strain. It has an exceptionally high weight per bushel and low percentage of hull. The "Breeders Stock" which we offer you, has been officially certified showing it to be pure as to variety, free of all noxious weeds and other crop seed and of highest germination.

OUTSTANDING FEATURES

When you grow STONEVILLE'S Nortex 107 oats, you can be sure you are growing one of the finest oats on today's market. Here are some of the things you get in this fine breed of oats:

- (1) Improved yield (more bushels per acre)
- (2) Strong straw (less lodging in the field)
- (3) Heavy grain (high weight per measured bushel)

- (4) Low percentage of hull (more food value per pound)
- (5) Disease resistance
- (6) Heavy stooling qualities (for excellent winter grazing and yield).

OUTSTANDING PLANT BREEDING STAFF

Stoneville Pedigreed Seed Company's staff of plant breeders has devoted many years to the development of pedigreed seed. In addition to George B. Walker, founder of Stoneville Pedigreed Seed Company and former head of the Experiment Station at Stoneville, the plant breeding staff includes C. A. Tate, George Rea Walker and J. Winston Neely. This is the same staff that developed the world famous Stoneville 2B and Delfos 9169 cottons.

"It'll Cost You Less to Plant the Best"

View of main variety tests, in which every commercial variety of oats is tested and compared with Stoneville strains.





Senator G. B. Walker (left) and Mississippi's Governor Fielding L. Wright, during a visit of the Governor and members of the legislature to Stoneville Pedigreed Seed Company, Inc.

Description of STONEVILLE'S Nortex 107 Breeders Oats

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|-----------------------|--|---|
| 1. PLANT: | Decumbent early growth, upright late season growth, tillers profusely, each plant produces many heavy heads. | of noxious and other weeds, other types of oats, other cereal grains and crop seed, and of foreign matters. |
| 2. STRAW: | Medium-tall, straight and stiff, and of reddish color. | 7. EARLINESS: Mid season—earlier than ordinary Red Rustproof oats. |
| 3. HEADS: | Heavy, not too open, and with ascending branches. | 8. RUST RESISTANCE: Immune to race 45 of leaf rust, quite resistant to other forms of rust. Usually rust epidemics in Nortex 107 too late to be of importance. |
| 4. KERNELS: | Large, broad, plump, reddish brown, straight awn is weak easily removed in combining and not objectionable. | 9. SMUT RESISTANCE: Relatively free from both covered and loose smuts. |
| 5. PRODUCTION: | High—over a period years, leads in Experiment Station tests. | 10. RESISTANCE TO <i>Helminthosporium victoriae</i> : |
| 6. UNIFORMITY: | Very uniform for date of maturity, type of plant, height and all other characteristics. Our stocks are free | Completely immune. This is very important since many well-known varieties are very susceptible to this disease which has become a serious factor in oat production. |



Scene above shows a small increase field of one of the new varieties which are being perfected for release to the commercial trade within the next few years.

At Stoneville everything is done to produce the finest in oats

As a result of more than 27 years of scientific breeding, Stoneville Pedigreed Seed Company is able to produce breeders registered field seed of highest quality. In order to assure this uniform excellence, our Genetics and Plant Breeding Department carefully supervises all breeding operations. When you see the "Stoneville" trademark, you can know you are buying seed

which have been thoroughly tested and approved for their purity and productivity.

All seeds are processed in a completely modern plant under ideal conditions. Storage facilities with temperatures which are controlled scientifically help to assure you of getting pure bred, acclimated, breeders registered seed.



The Governor and Mississippi Legislators look over the oat crop on a visit to Stoneville as guests of Senator G. B. Walker. Pictured left to right: Senator Walker, Governor Fielding L. Wright, Rep. Hilton Waites, Leland; Senator M. D. McAuley, Byhalia and Senator William McGraw, Benton.

Look for this TAG on the STONEVILLE BAG



Backed up by the famous "Stoneville" name, STONEVILLE'S Nortex 107 Breeders Oats have been thoroughly tested and proven to assure you of oats of the highest quality.

When you get STONEVILLE'S Nortex 107, you can know that these oats are always free of noxious weed seed, for the message below is found in every bag. This is one more good reason why "it'll cost you less to plant the best."

WARNING!

These Oats **COMPLETELY FREE** of Noxious Weed Seed

Plant on **CLEAN LAND**

If You Expect To Harvest A Clean Crop

Stoneville Pedigreed Seed Company

STONEVILLE, MISSISSIPPI

**STONEVILLE PEDIGREED
SEED COMPANY, Inc.**

STONEVILLE, MISSISSIPPI